a two or more time-division dynamic LCD drive for driving the LCD display by applying controlled drive voltages to a selected one each of the common and segment terminals, and

a controller including dormancy determining means for selecting within a single frame period at least one predetermined dormant period T0 for which the voltage between all common and segment terminals is zero or close to zero.

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3. An LCD display device according to claim 2, wherein the dormancy determining means includes M-determining means for determining an optimum density value M whose Integer indicates the number of time that dormant periods T0 appear sequentially within the single frame period.

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4. An LCD display device according to claim 3, further comprising input means for inputting signals representing pieces of information pertaining to factors causing adverse effects on the visual presentation of output information, such as temperature or drive voltage variation, said controller including dormancy discarding means responsive to the signals from the input means for making a decision as to whether or not the dormant period T0 is put in the frame period, whereby in the negative case the M-determining means is allowed to provide zero for the optimum density value whereas in the affirmative case the M-determining means is allowed to provide one or a whole number larger than one for the optimum density value.

5. An LCD display device according to claim 4, wherein the input means is key switch means for supplying the controller with pieces of information representing different modes in which the LCD display device is used for particulars of the user.

6. An LCD display device according to claim 3, wherein a series of frame periods is selected to be as an integral frame period, each of M frame periods selected in the integral frame periods selected in the integral frame being the one in which at least one dormant period T0 is put.